BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	Unit 11: Events, Conferences and Exhibitions for the Travel and Tourism Industry
Learning aim	B: Investigate the planning skills, methods and processes required before, during and after an event, conference and exhibition
Assignment title	Planning and Running Events, Conferences and Exhibitions
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working as a junior assistant in the tourism development department of your local council. Your manager was pleased with your report exploring the events, conferences and exhibitions sector. You have been asked to investigate the sector further to find out about the preparation, skills and processes involved in events, conferences and exhibitions. You will share your findings with colleagues in a presentation.
Task 1	You must select **one event, one conference** and **one exhibition**, to include **one international, one national** and **one local** example. For example, you could select an international conference, a national event and a local exhibition. *You can select the same event, conference and exhibition featured in your previous report if you wish.* Prepare and deliver a presentation. In your presentation you must: • compare the planning stages and processes involved in preparing and managing your selected examples of an event, a conference and an exhibition, explaining how planning needs and processes vary depending on their type and scale. Consider expectations during the event, conference and exhibition, as well as the tasks to complete when it has finished. • analyse the skills, methods and processes required to successfully plan and manage a selected event, conference and exhibition on a local, national and

	international scale, and evaluate their importance. Clearly focus on the relative significance of different factors and interdependencies, giving specific details of skills and the methods and processes involved at each stage; before, during and after the event, conference and exhibition.
Checklist of evidence required	Presentation slides Speaker notes Any supporting handouts. Record of Practical Activity completed by the Assessor

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
Unit 11/B.P2	Compare the planning stages in preparing one event, one conference and one exhibition on a local, national and international scale.
Unit 11/B.P3	Compare the processes involved in managing an event, conference and exhibition on a local, national and international scale.
Unit 11/B.M2	Analyse the skills, methods and processes required in successfully planning and managing a selected event, conference and exhibition on a local, national and international scale.
Unit 11/B.D2	Evaluate the importance of the skills, methods and processes required in successfully planning and managing a selected event, conference or exhibition on a local, national and international scale.

Sources of information to support you with this Assignment	Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson Shone, A and Parry, B (2013) *Successful Event Management; A Practical Handbook.* 4th edn. Andover: Cengage Learning EMEA http://www.conference-news.co.uk/ https://www.eventindustrynews.com/ https://www.campaignlive.co.uk/experiences?src_site=eventmagazine
Other assessment materials attached to this Assignment Brief	N/A